

2007 Specialty Crops Conference



UC Small Farm Program
presents the

2007 Specialty Crops Conference

Presentations
9 a.m. - 5 p.m.
Dec. 12
UC Davis

Topics will include:

- Specialty Fruits & Vegetables
- New Enterprise Screening Tool
- Market for California-grown botanicals
- Pitahaya/Dragon fruit
- Grower Returns in Alternative Marketing Channels
- Consumer Preferences: Colors & Flavors
- Blueberries
- Food Safety & Postharvest Handling
- Determining What to Grow: Looking at Markets

Space available!

Market Bus Tour
Leaves 7 p.m.
Returns Dec. 11

SOLD OUT

Tour to include:

- San Francisco Wholesale Produce Market
- Berkeley Farmers Market
- Monterey Market
- Whole Foods Market
- Innovative Foods

Directions: Presentations will be held in the UC Davis Activities and Recreation Center (ARC). To get to the UC Davis ARC from Interstate 80 in either direction, take Highway 113 north to Hutchison Drive. Turn right on Hutchison, then left on LaRue Road. Turn right on Orchard Road and proceed into parking lot 25. The ARC is on the west side of the parking lot. Parking passes will be available at the conference.

Conference registration

Please fill out this form and mail to Small Farm Center, One Shields Ave., Davis, CA 95616 or fax to (530) 752-7716. This form can also be downloaded at www.sfc.ucdavis.edu/register.pdf and mailed. Deadline for registration is Dec. 5. (Participation in the market bus tour was limited to the first 20 registered.)

Name _____

Position/Title _____

Farm/Company/Dept. _____

Address _____

Phone _____

Fax _____

E-mail _____

I would like to register for the ...

Conference (\$20)
Lunch included

Total \$ _____

Payment options:

Check enclosed
payable to UC Regents

Will pay at event
with cash or check



Any questions, contact the Small Farm Center at (530) 752-8136 or sfcenter@ucdavis.edu

UNIFIED
WINE &
GRAPE
SYMPOSIUM



REGISTER NOW!
www.unifiedsymposium.org

Meeting the Needs of the Industry

Since the American Society for Enology and Viticulture (ASEV) and the California Association of Winegrape Growers (CAWG) joined forces to create the Unified Wine & Grape Symposium fourteen years ago, it has become the largest wine and grape show in the nation.

And while we are proud of the size of the Unified Symposium, it is the show's established reputation for providing outstanding current news and technical information that we find most rewarding. As one of the industry's premier gatherings, the Unified Symposium presents a vital platform to focus on the issues shaping our industry today, while interfacing the topics and trends shaping the future of grapegrowing and winemaking.

A Proven Format

By combining a trade show with a broad spectrum of sessions, the Unified Symposium provides attendees direct access to all the latest information — everything from the most current regulatory developments in direct to consumer marketing to the latest developments in vineyard technology. The Symposium also provides an excellent forum for active networking between registrants and suppliers. Winemakers and grapegrowers have a chance not only to renew and make new friendships but also to actively discuss and debate information and ideas that directly influence their work and success.

Representing the Entire Industry

The Unified Wine & Grape Symposium organizers have a long and distinguished history of providing vintners and growers with the information they need to remain competitive.

Jointly hosted by ASEV and CAWG, the conference represents the collective experience, knowledge and background of the entire industry. We collaborate with a diverse committee of 40 industry professionals and academics to bring you a program with timely topics and compelling speakers.

Ideal Location

The Unified Wine & Grape Symposium is held at the Sacramento Convention Center, 1400 J Street, Sacramento, California. Located in the heart of downtown Sacramento, the convention center is close to fine restaurants, hotels, museums, the capitol building and great shopping centers. The Sacramento International Airport is only 20 minutes away from the Convention Center and our contracted hotels.

Daily Schedule

Monday, January 28

1:00 pm – 5:00 pm Registration

Tuesday, January 29

7:30 am – 4:30 pm Registration

8:00 am – 5:00 pm Press Room

8:00 am – 5:00 pm Speaker Ready Room

5:00 pm – 8:00 pm CAWG Annual Meeting and Reception *Sheraton Grand Hotel*

GENERAL SESSION

9:00 am – Noon A World of Wine Issues and 3 Key Decisions to Positioning Your Brand for the Future

BREAKOUT SESSIONS

Grapegrowing

1:30 pm – 2:30 pm Grapegrowing Research Update I

2:45 pm – 4:15 pm Grapegrowing Research Update II

Winemaking

1:30 pm – 2:30 pm Winemaking Research Update

2:45 pm – 4:15 pm Sustainable Management of Winery Water, Wastewater and Energy

Business/Finance/Operations

1:50 pm – 2:50 pm How to Have a Mostly Worry-Free Interaction with TTB Resources

3:00 pm – 4:00 pm Do We Have the Capacity to Compete in 2010?

Marketing/Public Relations

2:00 pm – 4:00 pm Taste the Competition (Tasting Included)

Wednesday, January 30

7:30 am – 5:00 pm Registration

8:00 am – 5:00 pm Press Room

8:00 am – 5:00 pm Speaker Ready Room

9:00 am – 6:00 pm Exhibit Hall Open

4:00 pm – 6:00 pm Wine Tasting

GENERAL SESSION

8:30 am – 11:00 am State of the Industry

BREAKOUT SESSIONS

Grapegrowing

2:00 pm – 4:00 pm Water Issues in Grape Production

Winemaking

1:50 pm – 2:50 pm Reduction Redux: the Good, the Bad and the Nutty

3:00 pm – 4:00 pm SO₂ Analysis

Business/Finance/Operations

2:00 pm – 4:00 pm Capital Requirements for Growth and Options for Sourcing the Funds

Marketing/Public Relations

1:50 pm – 2:50 pm Lifestyle Media: Tapping into Non-traditional Wine PR Channels

3:00 pm – 4:00 pm M-Powered: Harnessing Your Marketing Power at Wine Tastings, Trade Shows, and Competitions

Thursday, January 31

8:00 am – 4:00 pm Registration

8:00 am – 4:00 pm Press Room

8:00 am – 4:00 pm Speaker Ready Room

9:00 am – 4:00 pm Exhibit Hall Open

11:30 am – 1:00 pm Hosted Buffet Luncheon

GENERAL SESSION

9:00 am – 11:00 am Major Trends to Factor in Your Business Decision Making

SPANISH SESSIONS TRACK

Grapegrowing

9:30 am – 11:00 am Vineyard Cultural Practices to Increase Fruit and Wine Quality

Winemaking

9:30 am – 11:00 am Winery and Lab Safety, Sanitation After Chlorine, & Introduction to Sensory Analysis and Wine Tasting

Joint Grapegrowing/Winemaking

11:10 am – 12:05 pm We Have the Technology: How Do We Use It?

BREAKOUT SESSIONS

Grapegrowing

2:00 pm – 4:00 pm Invasive Pests: What Now?

Winemaking

2:00 pm – 4:00 pm Tempranillo!

Business/Finance/Operations

2:00 pm – 4:00 pm Custom Crushing by Design, not by Default: Strategically and Purposefully Marketing your Grape Crop as Wine in a Changing Marketplace

Marketing/Public Relations

2:00 pm – 4:00 pm State-of-the-Art Direct to the Consumer

Friday, February 1

8:00 am – 5:00 pm **ASEV Symposium:** Phenolics Substances in Grapes and Wines—A Symposium Honoring Dr. Vernon L. Singleton
visit asev.org
Hyatt Regency



2007 California Alfalfa & Forage Symposium

Alfalfa – Back-to-the-Basics, Monterey, CA – December 17-19, 2007

Sponsored by University of California Alfalfa Workgroup and UC Cooperative Extension

Monday, December 17, 2007 Field Tour

9:00 a.m.-5:00 p.m. – Pre-Symposium Tour. The group will visit vineyards transplanting operations, the Nat'l. Steinbeck Center/Ag Museum and artichoke harvests. Rachael Long, Chair. Hosts: Richard Smith & John Inman, Monterey County UCCE Farm Advisor & former Farm Advisor

Tuesday, December 18, 2007 – Morning Session – Day 1 (8:00 a.m. – Noon)

Industry Trends: Economics, Dairy Trends and the Environment

6:30-10:00 a.m. Registration

- 8:00 Announcements & Welcome – Dan Putnam, Forage Specialist, Univ. of California, Davis, CA
- 8:10 CA Hay Price & Supply Situation – Seth Hoyt, Nat'l. Ag Statistics Service, Sacramento, CA
- 8:35 California Dairy Trends – Mike Marsh, Western United Dairymen, Modesto, CA
- 9:00 Forage Production Strategies with Reduced Water Supplies—Blake Sanden, UCCE Kern County, Bakersfield, CA
- 9:25 Water Quality: Preventing Offsite Pesticide Movement in Alfalfa – Terry Pritchard, UCCE San Joaquin County, Stockton, CA
- 9:50 *Discussion*

10:00 BREAK

- 10:30 What is the Potential of Alfalfa as a Biofuel?— Mark McCaslin, Forage Genetics, Minneapolis
- 10:55 Trucking Regulations & How They Affect Hay Growers – Emily Robidart, CA Farm Bureau
- 11:20 Grazing Alfalfa Systems: Argentinean Pampas – Daniel Basigalup, INTA, Cordoba, Argentina
- 11:45 Overview of CA Alfalfa & the Irrigated Alfalfa Manual – Dan Putnam, Univ. of CA, Davis, CA

Noon Banquet Lunch – From Acorns to Sardines: A Brief History of Monterey by Tim Thomas, Museum Historian, Monterey Maritime & History Museum, Monterey, CA

Afternoon Breakout Sessions – Back-to-the-Basics: Producing Alfalfa A to Z (1:30 – 5:00 p.m.)

Session I. Agronomic Techniques

- 1:30 Site Selection & Stand Establishment – Shannon Mueller, UCCE Fresno County, Fresno, CA
- 2:00 Alfalfa Variety Selection for Maximizing Yields, Quality & Pest Management – Dan Putnam
- 2:30 Applying Manures & Biosolids to Alfalfa – Rollie Meyer, CE Specialist, Univ. of CA, Davis, CA

3:00 BREAK

- 3:30 Recent Advances in Alfalfa Tissue Testing to Assess Fertilizer Needs – Steve Orloff, UCCE Siskiyou County, Yreka, CA
- 4:00 Irrigation for a Successful Alfalfa Crop – Blaine Hanson, Dept. of LAWR, UC Davis, CA
- 4:30 Overseeding and Old Stand Management – Rob Wilson, UCCE Lassen Co., Susanville, CA

Session II. Managing Pests

- 1:30 Basics of Controlling Weeds – Mick Canevari, UCCE San Joaquin County, Stockton, CA
- 2:00 Controlling Insects in Alfalfa – Larry Godfrey, Dept. of Entomology, Univ. of CA, Davis, CA
- 2:30 Diseases and Nematodes of Alfalfa – Carol Frate, UCCE Tulare Co. Farm Adv., Tulare, CA

3:00 BREAK

- 3:30 Vertebrate Pests in Alfalfa – Duane Schnabel, Agricultural Biologist, CDFA, Sacramento, CA
- 4:00 Producing Organic Alfalfa – Rachael Long, UCCE Yolo County, Woodland, CA
- 4:30 Diagnosing Problems in Alfalfa – Charles Summers, Kearney Ag Center, Parlier, CA

5:00 ADJOURN

5:00-6:30 . Exhibitor's Reception

5:30-7:00 Hay Growers Auction (organized by California Alfalfa & Forage Association)

Wednesday, December 19, 2007

6:15 a.m. CAFA Breakfast

Main Session – Back-to-the-Basics: Producing Alfalfa A to Z

Session III: Producing a Quality Alfalfa Product

- 8:00 Harvest Management, Scheduling, & Storage – Steve Orloff, UCCE Siskiyou Co., Yreka, CA
- 8:25 Economic Costs of Harvesting Systems – Steve Blank, Ag & Res. Economics, UC Davis
- 8:50 Fundamentals of Forage Quality – Ed DePeters, Animal Science, UC Davis, CA
- 9:15 Visual Assessment of Forage Quality & Requirements for Different Classes of Livestock – M.J. Bakke, Dairy Nutritionist, Custom Dairy Performance, Clovis, CA

9:40 BREAK

Main Session: Roundup Ready and Genetically Engineered Alfalfa – What is the Future?

- 10:10 What Have We Learned from Two Years of Roundup Ready Alfalfa? – Pros & Cons – Mick Canevari, UCCE San Joaquin County Farm Advisor, Stockton, CA
- 10:30 Is It Possible for GE & Non-GE Alfalfa Hay to Coexist? – Dan Putnam, UC Davis, CA

Should Roundup Ready Alfalfa Be De-Regulated

- 10:50 Why Further Environmental Review for Roundup Ready Alfalfa is Necessary– Kevin Zelig Golden, Staff Attorney, Center for Food Safety, San Francisco, CA
- 11:10 Why Roundup Ready Alfalfa Should Be De-Regulated – Mark McCaslin, President, Forage Genetics, Inc., Minneapolis, MN

11:30 Round Table Discussion (including speakers)

- Conventional and Organic Grower: Don Cameron, Terranova Ranch, Helm, CA
- Marketing Cooperative: Rick Staas, San Joaquin Valley Haygrowers Assn., Tracy, CA
- Hay Exporter: Jeff Plourd, El Toro Export, El Centro, CA
- Organic Dairy: Albert Strauss, Strauss Dairy, Marshall, CA

12:30 ADJOURN



Registration Form

2007 California Alfalfa & Forage Symposium, Monterey, CA (one form per person)

Name _____ Company/Ranch _____

Address _____
City, State, Zip Code _____

Phone _____ E-mail (important) Confirmation is by E-mail only. _____

Pre-Symposium Tour \$45.00 Early Registration (before 11-16-07) \$125.00

Extra Exhibit Booth Rep. Registration: \$75.00 Late Registration (after 11-16-07) \$160.00

Single Day Registration \$90.00 for 12-18-07 or \$75.00 for 12-19-07
 Extra: Guest Banquet Lunch Ticket(s) @ \$29.00 each

Extra: Additional Copies of Proceedings @ 12.00 ea. (one included with registration)

To register online go to our Web site at <http://alfalfa.ucdavis.edu>. Total Enclosed \$ _____

Mail your check, payable to “UC Regents,” to Janice Corner (jecorner@ucdavis.edu or 530-752-7091), Department of Plant Sciences, MS-4, UC Davis, One Shields Ave., Davis, CA 95616-8780.

CROP CURRENTS

75 Santa Barbara Rd., 2nd floor
Pleasant Hill, CA 94523-4215
(925) 646-6540
(925) 646-6708 FAX

From: Janet Caprile, Farm Advisor
jlcaprile@ucdavis.edu

Delta Road at 2nd Street
Knightsen, CA
(925) 427-8532

Office Hours: Mondays 1:30-4:30

PRUNING DECIDUOUS FRUIT TREES

A workshop for Master Gardeners and new fruit tree growers

Session 1: Friday, **January 4, 2008**

Session 2: Friday, **January 18, 2008** (repeat session)

Lecture: 10:00-11:30 am
Diablo Valley Farm Center
Delta Rd at 2nd St, Knightsen (directions on reverse)

The morning lecture will cover the basic pruning concepts:

- why we prune
- the 2 types of cuts
- positioning limbs
- vigor management
- the 2 basic pruning/training systems

Demonstration/

Practice Session: 1-4 pm
Brookside Farms, Brentwood

The only way to really get the hang of pruning is to do it yourself. So, weather permitting, we will visit Brookside farms in the afternoon for a demonstration and then a hands on practice session. The Toms have generously saved a few rows of their stonefruit and asian pears for us to practice on. *Bring your own pruning tools:* hand pruners, loppers, saw, pole pruner (if you have one). A map to the farm will be available at the lecture.

Registration: Please call 925-646-6540 to register so that we can prepare for the number attending. Sign up for the session that best fits your schedule – the content will be identical for both sessions. Everyone can attend the Lecture but space is somewhat limited for the Demonstration/Practice – so sign up early if you want to go to the practice.